



ATTRACTING SHOPPERS WITH CANDY

A New Perspective on
How Retailers Promote
the Candy Category

QUESTIONS ADDRESSED

- Which retailers run the most candy ads?
- Which candy-makers run the most ads?
- Which retailers promote private label candy?
- How do candy ads vary by holiday?
- How do ad prices vary across channel?
- How often are candy bars promoted in multiples (BOGOs, 3-for, etc.)
- How do candy ads vary across countries?

ABOUT RETAIL AD CIRCULARS

- **What's in it for retailers?**
 - Communicates Best Prices & Deals
 - Generates Ad Revenue
 - Drives Foot Traffic
 - Creates Awareness of New Products
 - **Engages Consumers Weekly**
 - How Retailers Differentiate Themselves
 - Reason Shop Here...This Week

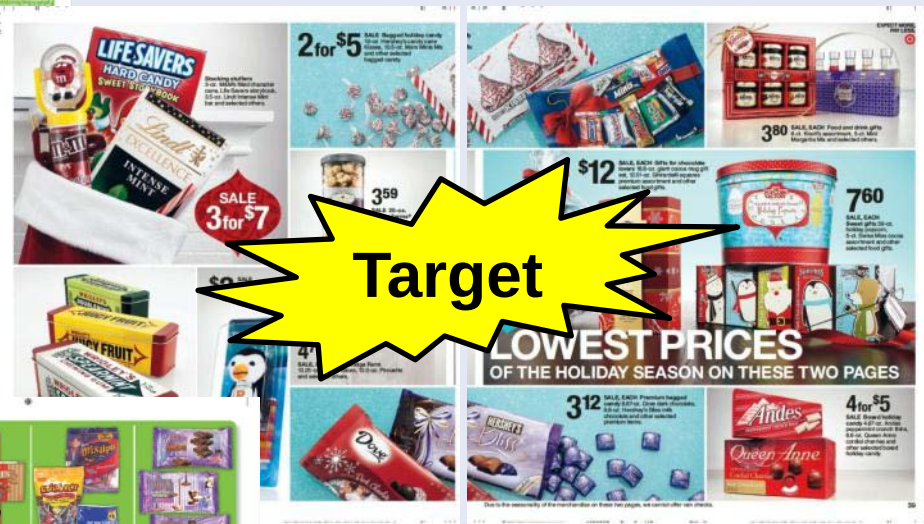
A LONG HISTORY OF CANDY IN RETAIL ADS



October 4th, 1951

Ad for Peoples Drug Store
Free Lance-Star, Fredericksburg, VA

CANDY ADS RUNNING THIS WEEK



MORE ADS RUNNING THIS WEEK

THRIFTY WHITE
PHARMACY and Gifts

Season's Chocolate Mixes
Mixing with or without cream
chocolate is easy with
all these mixes.

2³⁴

FREE-MENDOUS Values

2002 PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Exotic Chocolate Covered Caramel Cheesecake
with Milk Chocolate Ganache

3³⁴

Exotic Mixes
• Exotic Mixes
• Exotic Double Chocolate Mixes
• Exotic Triple Chocolate
• Exotic Raspberry or Orange
• Exotic Raspberry or Orange

99¢

Exotic Mixes
• Exotic Mixes
• Exotic Double Chocolate Mixes
• Exotic Triple Chocolate
• Exotic Raspberry or Orange
• Exotic Raspberry or Orange

Round House Single Size Christmas Candy
 (Candy from 10 Assorted Candies)
 Imperial Mints, Dark Chocolate
 Whitechocolate Truffles, Single Cream
 Tiramisu, Assorted Assorted Candies, Tiramisu
 with Orange Cream, Cinnamon
 Orange Truffles and more.

2 for 88¢



Holiday M&M's
 100% Milk Chocolate

2 for 5



Imperial Mints
 100% Milk Chocolate

6.99



Free-Moradour Values Coupons

Whitman's Sampler
10oz. Assorted Soft Candies
Assorted

**Whitman's
Sugar Free Sampler**
Assorted

7⁹⁹

Good in all stores. Good through December 16, 2005.

Free-Moradour Values Coupons

Andes
14.5oz. Kit. Cream de Menthe Flavo
Valley Crunch Flavo. Creamy
Yellow Swiss or Peppermint
Cream Flavo.

2⁹⁹ for \$3⁹⁹

Good in all stores. Good through December 16, 2005.

Free-Moradour Values Coupons

**Zachary
Old Fashioned
Creamy Drops**
10oz. Original or
Berry Creamy Drops

1²⁹

Good in all stores. Good through December 16, 2005.

Free-Monday Values Special

Hershey's® Candy
 Creamy Kisses® 2.5lb. Box
 Pennsylvania Fudge, Assorted Kisses
 Miniatures or Kiss and Cream Miniatures

269






Milk Chocolate
 Cakes
 1.49 each

99¢



Bob's The Original
Candy Cuts
 12 oz. Packages

2 FOR 3



Mrs. Fields®
Creme Mikes
 2.1 oz. Chocolate covered
 Raspberry Cheesecake or
 Raspberry Red Cream

179



Tree-Mendous Values Special!

Little Kinsler Booklets
3.5 oz. Milk Chocolate Caramel
Chocolate, 100% Cocoa Butter or
Dark Chocolate, Assorted, White
Chocolate or Peanut Butter with
Chocolate with a mouth-tingling

2⁹⁹

Brach's Christmas Candy
16.5 oz. 12.5 oz. Assorted Candy
in Gift-Wrapped Cans

2⁹⁹ FOR \$3

Brach's Christmas Candy
11 oz. Christmas Tree Candy
or 11 oz. Star Shape Assorted Candy

2⁹⁹ FOR \$5

**Little Kinners
Sweetest Story Book**
6 oz. Assorted Candy with
Candy Cakes

2⁹⁹

Tree-Mendous Values Special

Berrylicious Cane
1/2 oz Candy Cane coated
chocolate

2^{FOR} \$3



Bob's Mini Candy Cane
100 pieces

1⁹⁹



Fellow Christmas Candy
1 oz. Milk Chocolate (Nestlé's) Candy
Hugoboy, Peppermint Sugar Cane or
Chocolate

99¢



Zachary Chocolate Goldfish
1.2 oz. Candy pieces with
a soft, chewy and
soft-flavored candy.

1²⁹



**9 Pages of
Candy Ads From
Thrifty White
Pharmacy**

Tree-Mendous Yubas Special

**Junior Mints
Peppermint
Candy**
1.5 oz. **1⁹⁹**



Smooth 'n' Melty
1.5 oz. **1⁹⁹**



Nettle

Signature® Butties
3.5 oz. Cinnamon and nutmeg
caramel coated in delicious
chocolate **3⁹⁹**



Chickadee® Squeezes
1.5 oz. Milk Chocolate with
Caramelized Dark Chocolate
with Raspberry
1.5 oz. Lemon-Lime Dark Chocolate
with Caramel
1.5 oz. Soft Caramel
Dark Chocolate **2⁹⁹**



Free-Monday Values Special

Rossini Stover Assorted Chocolates
7 oz. box

1²⁹



Rossini Stover Chocolate Sticks
1-1 oz. (30g) pkts. in this delightful assortment of three delicious milk chocolate.

3⁹⁹



Rossini Stover Milk Chocolate Santa
1 1/2 oz. can

1¹⁹



Rossini Stover Solid Milk Chocolate Balls
7 oz. can

2⁹⁹



THIS WEEK'S CANDY FSIs

[illegible]

Fannie May 90

ONE, TWO, FREE

Visit one of our nearly 90 retail shop locations and buy any 2 pre-packed 1lb. assortments and get the 3rd box **FREE*** (valid December 5th-11th)



Visit FannieMay.com for other great savings!

*Prices and Discount are exclusive of applicable shipping charges and taxes. Free items must of equal or lesser value than the purchased items. Valid on regular priced, in-stock items. This offer is only valid at participating Fannie May's retail store locations. Offers cannot be combined and are subject to restrictions and limitations. Offer valid on 12/5/2010 - 12/11/2010, void where prohibited. © 2010 Fannie May Confections, Inc.

Sweeten Your Celebrations
and **SAVE!**

**HERSHEY'S POT OF GOLD.
Boxed Chocolates**

6.7-7.8 oz.

CVS/pharmacy Feature Price... **\$3.99**
per unit

Coupon Savings... **\$1.00**

Your Final Cost... **\$2.99**
per unit and tax

Advertised Price Effective 12/9/13 - 12/11/13

Look elsewhere in the store for the Manufacturer's Suggested Retail Price. The items pictured are for display purposes only, and the sale prices are for the item designated by the \$1.00 coupon. *This Feature Price is an exclusive property of New America Marketing.

[illegible]

A dark blue background with a white, wavy, organic shape on the left side, resembling a stylized letter 'C' or a drop.

AD CIRCULAR OVERVIEW

WHY PROMOTIONS ARE CRITICAL FOR CANDY

Question: Among the top 10 candy brands, what percent of units are sold on promotion?

Answer: **59.4%** sold on promotion

Retailer feature ads are the #1 type of candy promotion.

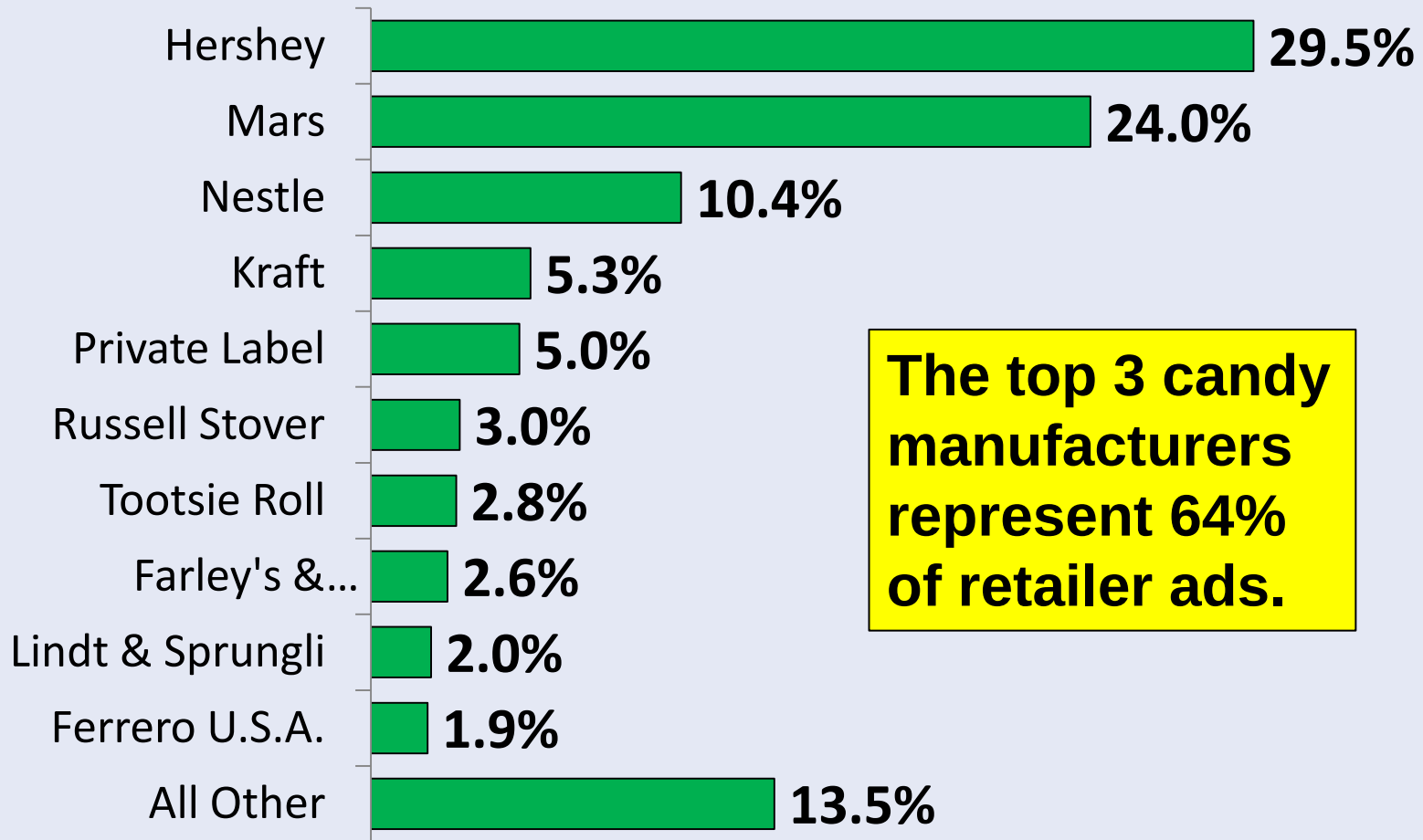
Source: Nielsen, Total U.S. Food/Drug/Mass Excluding Walmart, 52 Weeks Ending 8/7/10

SOME FACTS ON RETAIL AD CIRCULARS

- **52.6** Ad Circulars Per Year
 - Average Among Major U.S. and Canadian Retailers
 - Jewel Foods: 99 ads/year; Walmart: 42 ads/year
- **186** Ad Blocks Per Circular (on average)
 - Aldi: only 47 ad blocks/circular
 - Shoprite: 520 ad blocks/circular
 - East Coast grocers have many more ads per circular
- **How can a candy ad stand out?**

TOP MANUFACTURERS PROMOTING CANDY

Manufacturer Share of Retail Circular Candy Ads

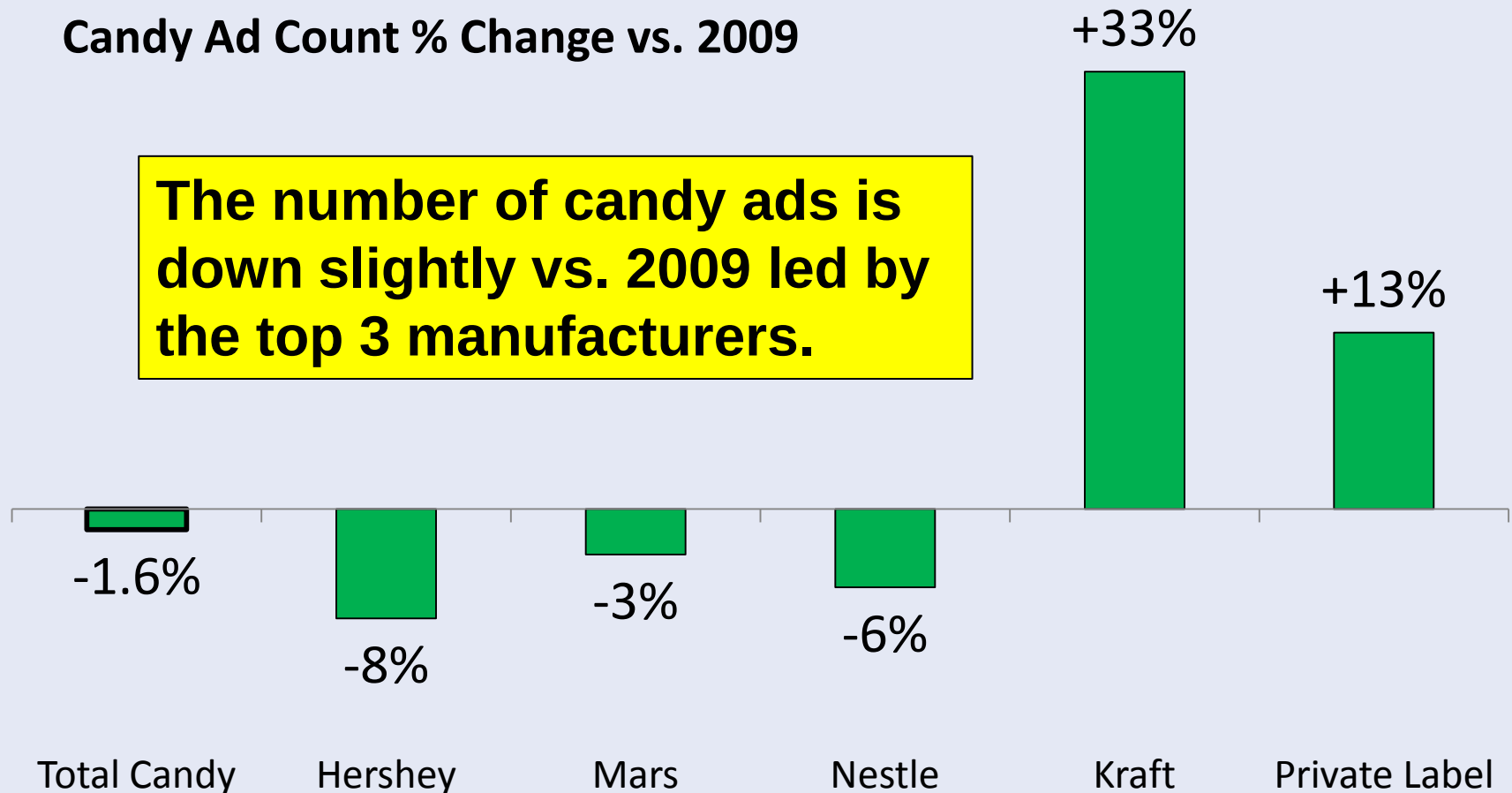


Source: ECRM, YTD Ads Through October, 2010

AD COUNT CHANGE VS. YEAR AGO

Candy Ad Count % Change vs. 2009

The number of candy ads is down slightly vs. 2009 led by the top 3 manufacturers.



Source: ECRM, YTD Ads Through October, 2010 Vs. Year Ago

RETAILERS WITH THE MOST CANDY ADS

Retailer	YTD Number of Candy Ads	Change Vs. 2009
Shoppers Drug Mart	723	+29%
CVS	565	+13%
Rite Aid	435	-14%
Giant Food Landover	426	+9%
Walgreens	410	+1%
Stop & Shop	400	+7%
Jewel-Osco	370	+5%
Acme Markets	294	-11%
City Market	288	+39%
King Soopers	288	+40%

**Significant
shifts in ad
counts vs.
year ago**

Source: ECRM, Major Retailer Ads, YTD through Oct-2010

SHARE OF AD SPACE MAKES A DIFFERENCE

Pathmark Come in and see for yourself: our low prices just got lower

FEEDING YOUR NEED FOR FOOTBALL
PATHMARK IS THE OFFICIAL TAILGATE HEADQUARTERS OF THE NEW YORK JETS

Plan a Speektabular HALLOWEEN PARTY

Half Subs \$2.99 each

Whole Foot Long Subs 4.99 each

Harvest Orange Frosted Sugar Cookies 2.99 11 oz.

Order Your Halloween Cakes and Cupcakes Early!

Halloween Cupcakes 6 Pack 2.99 10 oz.

Extra Large Shrimp 5.99 lb.

Blossom Grove Gallon Apple Cider 3.99 128 oz.

Via Roma 12" Take & Bake Pizza 2.99 12 oz.

Caramel or Candy Apples 2.99 1 lb. pack

Large Face Pumpkins 4.99 each

Nabisco Chips Ahoy! or Lay's Classic Potato Chips 1.99 10.5 oz. or 11.5 oz. 11 oz. 11 oz. 11 oz.

Betty Crocker Cake Mix 5.5 18.75 oz.

Hawaiian Punch Gallon or 16.9 1.99 47.5-128 oz.

America's Choice Shredded or Bar Cheese 4.5 16 oz.

Red Baron 12" Pizza 3.99 14.5-15.5 oz. Assorted Toppings with Meat Sauce 11.99-12.99

Hershey's Snack Size Candy 2.49 1.7-2.2 oz.

Wise 24 ct. Variety Pack or Lay's Family Sacks 5.49 18.75 oz.

Tropicana Punches or Aides 99¢ 16.9 oz.

Canada Dry, Sunkist, 7-UP or A&W 99¢ 16.9 oz.

Food Stashes 5 lb. Empire Apples 3.99 12.5 oz.

Kids Play Candy 2.99 10.5 oz.

START SAVING TODAY with your coupon

ONLINE COUPONS! WE ACCEPT ALL INTERNET COUPONS!

SAVE UP TO \$29.20

MONSTROUS SAVINGS

EXPECT MORE. PAY LESS.

SUNDAY, OCT. 31

249 EACH

LOOKING FOR MORE LOW PRICES? FIND OUR SUNDAY AD ONLINE, ANY TIME AT TARGET.COM/WEKLYAD.

Both ads ran October 24, 2010.

CANDY SHARE OF AD SPACE BY RETAILER

<u>Retailer</u>	<u>Candy Share of Circular Ad Space</u>
Rite Aid	7.0 %
CVS	6.2 %
Walgreens	5.5 %
Shoppers Drug Mart	4.7 %
Duane Reade	4.1 %
Jay C Stores	4.0%
King Soopers	3.8%
City Market	3.8%
Giant Food Landover	3.7%
Dollar General	3.3%

**The top retailers
promoting candy
are all drug chains.**

Source: ECRM, Major Retailer Ads, YTD through Oct-2010

PRIVATE LABEL SHARE OF CANDY ADS

<u>Retailer</u>	<u>Private Label Share of Candy Ad Blocks</u>
Fresh & Easy	41.7 %
Giant Eagle	17.9%
Shoppers Drug Mart	15.0%
Tops Markets	14.5%
Pathmark	12.8%
Superfresh	12.1%
A & P	11.8%
Hannaford Brothers	11.4%
Waldbaums	11.1%
Kroger Stores	8.5%

**Private Label
Share of Ads
Across Major
Retailers: 5.0%**

Source: ECRM, Major Retailer Ads, YTD Through October, 2010
Excludes Retailers with Fewer than 10 Private Label Candy Ads

PRIVATE LABEL CANDY AS A DESTINATION

- While many store brands compete on price, premium candies like Frango and Choxie drive traffic as **exclusive** brands.

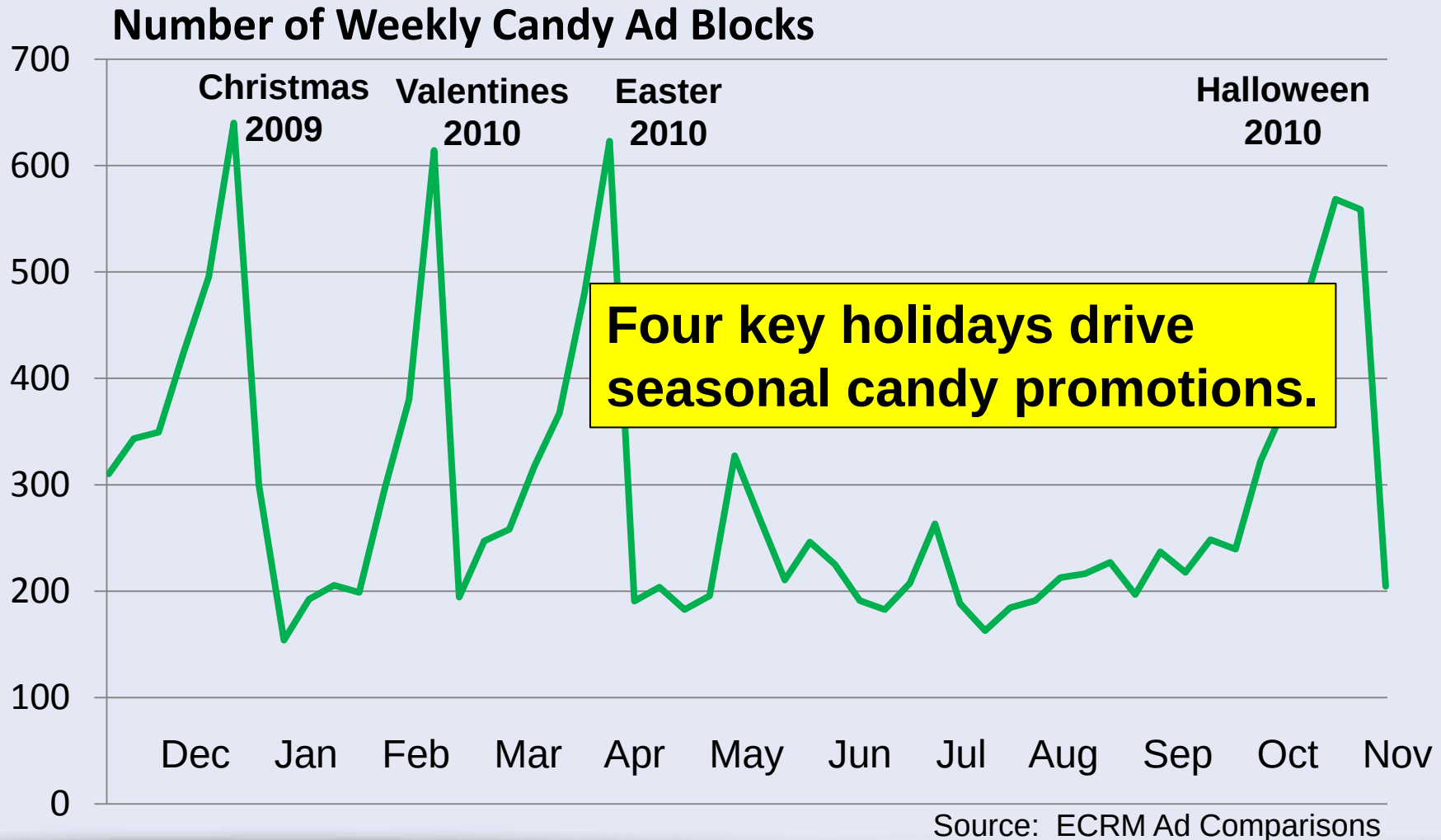


**The Test of
Premium Private Label:
Is it “GIFTABLE”?**



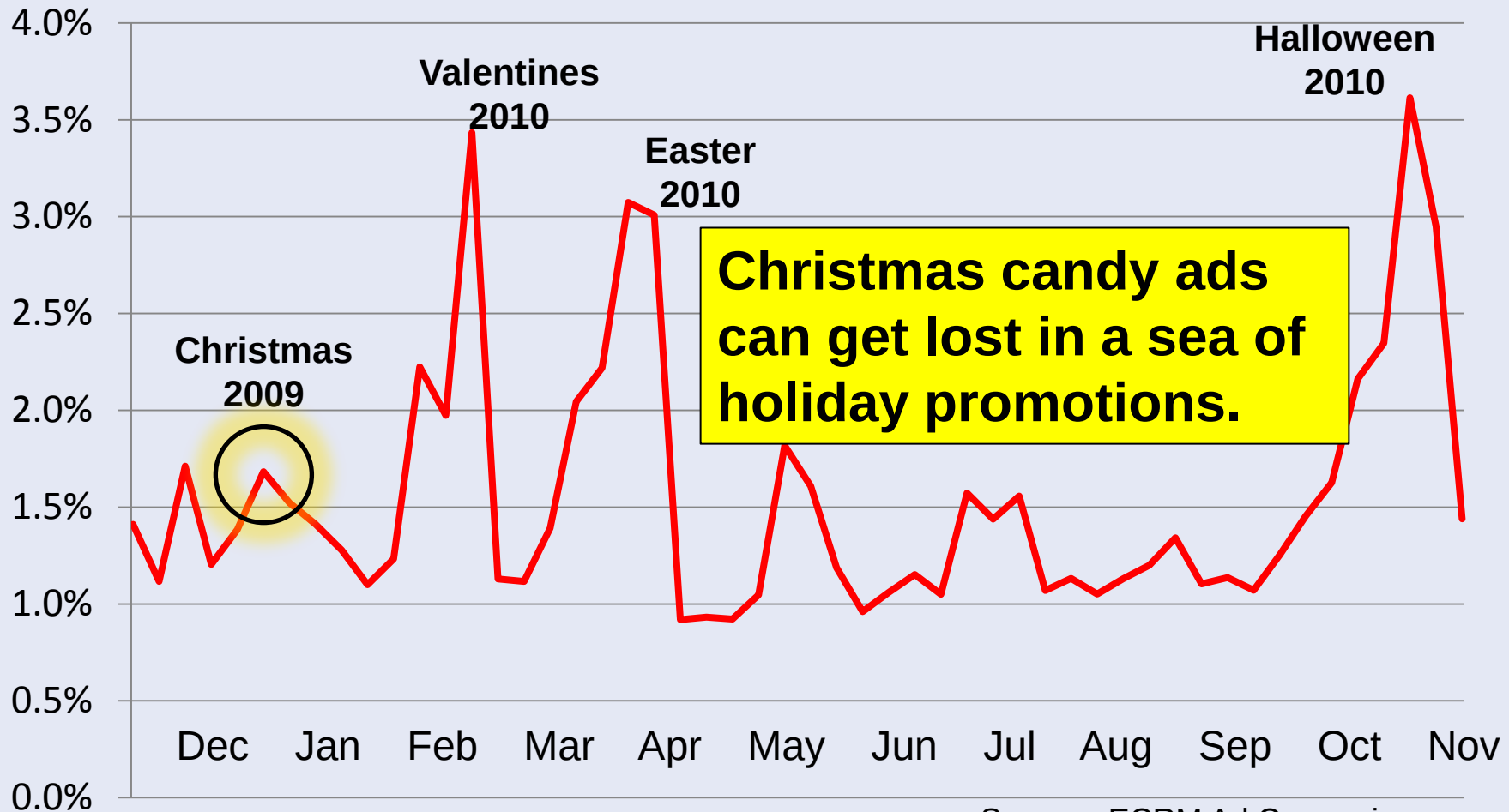
SEASONAL PROMOTIONS

WEEKLY CANDY ADS



CANDY SHARE OF AD SPACE

Candy Share of Circular Ad Space



Source: ECRM Ad Comparisons

CANDY-MAKERS DRIVING HALLOWEEN ADS

Manufacturer	<u>Share of Candy Ads</u>		Halloween Index
	Halloween 2010	2010 YTD	
Hershey	28.9%	29.5%	98
Mars	22.2%	24.0%	92
Nestle	14.9 %	10.4 %	143
Tootsie Roll	7.9 %	2.8 %	277
Farley's & Sathers	5.6 %	2.6 %	217
Kraft	4.3%	5.3%	81
Private Label	4.1%	5.0%	83

Source: ECRM Ad Comparisons
Compares Manufacturer Share of Retail Ads for
2 Weeks Before Holiday vs. YTD Period

**Share of candy ads during
key holidays DECREASES
for top candy-makers**

CANDY-MAKERS DRIVING EASTER ADS

Manufacturer	<u>Share of Candy Ads</u>		Easter Index
	Easter 2010	2010 YTD	
Hershey	28.6%	29.5%	97
Mars	21.5%	24.0%	89
Nestle	5.9%	10.4%	57
Lindt & Sprungli U.S.A.	5.2 %	2.0 %	256
Russell Stover	5.2 %	3.0 %	174
Just Born	5.1 %	1.3 %	383
R.M. Palmer	4.8 %	1.1 %	433
Private Label	4.0%	5.0%	80
Farley's & Sathers	3.6 %	2.6 %	140
Ferrero U.S.A.	3.1 %	1.9 %	163

Source: ECRM Ad Comparisons

Compares Manufacturer Share of Retail Ads for 2 Weeks Before Holiday vs. YTD Period

CANDY-MAKERS DRIVING VALENTINE'S DAY ADS

Manufacturer	<u>Share of Candy Ads</u>		Valentine Index
	Valentine 2010	2010 YTD	
Hershey	28.9%	29.5%	98
Mars	18.6%	24.0%	77
Russell Stover	10.9 %	3.0 %	368
Nestle	7.9%	10.4%	76
Ferrero U.S.A.	5.6 %	1.9 %	296
Private Label	5.6%	5.0%	113
Kraft	4.2%	5.3%	78

Source: ECRM Ad Comparisons

Compares Manufacturer Share of Retail Ads for 2 Weeks Before Holiday vs. YTD Period

CANDY-MAKERS DRIVING CHRISTMAS ADS

Manufacturer	<u>Share of Candy Ads</u>		Christmas Index
	Christmas 2009	2009 YTD	
Hershey	23.7%	29.5%	80
Mars	15.5%	24.0%	65
Private Label	9.3 %	5.0 %	186
Russell Stover	8.7 %	3.0 %	293
Nestle	6.7%	10.4%	65
Lindt & Sprungli U.S.A.	4.8 %	2.0 %	239
Ferrero U.S.A.	4.5 %	1.9 %	236

Source: ECRM Ad Comparisons

Compares Manufacturer Share of Retail Ads for 2 Weeks Before Holiday vs. YTD Period



KEY ITEMS & PRICING

TOP 10 U.S. CANDY ITEMS – UNIT SALES

Unit Rank	Produce Description	52-Week UNIT Sales	Avg Unit Price	UPC Code
#1	Snickers Bar, 2.07 oz.	105.9 MM	\$0.66	40000 00102
#2	Reeses Peanut Butter Cup, 1.5 oz.	80.7 MM	\$0.66	34000 00440
#3	Hershey's Milk Chocolate, 1.55 oz.	65.3 MM	\$0.66	34000 00240
#4	M&M Peanut, 1.74 oz.	62.7 MM	\$0.67	40000 00032
#5	Kit Kat, 1.5 oz.	60.4 MM	\$0.67	34000 00246
#6	Hershey's Milk Choc Almond, 1.45 oz.	58.2 MM	\$0.65	34000 00241
#7	M&M Peanut, 1.69 oz.	44.1 MM	\$0.68	40000 00031
#8	Butterfinger Bar, 2.1 oz.	36.3		
#9	3 Musketeers Bar, 2.13 oz.	36.1		
#10	Hershey's Cookies N Creme, 1.55 oz.	32.8 MM	\$0.69	34000 00239

Single bars rank highest in unit sales

Source: Nielsen, Total U.S. Food/Drug/Mass Excluding Walmart, 52 Weeks Ending 8/7/10

TOP 10 U.S. CANDY ITEMS – DOLLAR SALES

Dollar Rank	Produce Description	52-Week DOLLAR Sales	Avg Unit Price	UPC Code
#1	Hershey's Milk Chocolate, 6-ct	\$74.1 MM	\$3.36	34000 29005
#2	Snickers Bar, 2.07 oz.	\$70.0 MM	\$0.66	40000 00102
#3	Reeses Peanut Butter Cup, 1.5 oz.	\$53.0 MM	\$0.66	34000 00440
#4	Snickers Fun Size 11.18 oz. Bag	\$49.5 MM	\$2.66	40000 15140
#5	Reeses Pnt Btr Cup, 10.5 oz. Bag	\$45.5 MM	\$2.65	34000 40211
#6	Hershey's Milk Chocolate, 1.55 oz.	\$43.4 MM		
#7	M&M Peanut, 12.6 oz. Bag	\$42.5 MM		
#8	M&M Peanut, 1.74 oz.	\$41.7 MM		
#9	Kit Kat, 1.5 oz.	\$40.5 MM		
#10	Kit Kat, 10.78 oz. Bag	\$39.5 MM	\$2.66	34000 08752

Top 10 in dollar sales include only 5 single bars

Source: Nielsen, Total U.S. Food/Drug/Mass Excluding Walmart, 52 Weeks Ending 8/7/10

CANDY PRICING BY RETAIL CHANNEL

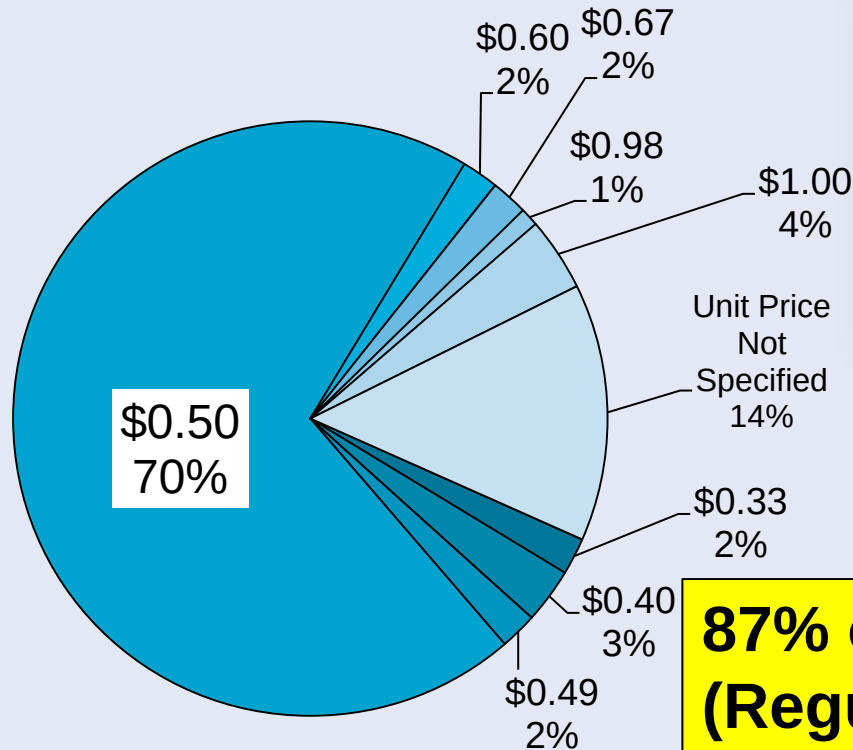
Dollar Rank	Produce Description	Average Unit Price		Price Advantage
		Grocery	Drug	
#1	Hershey's Milk Chocolate, 6-ct	<u>\$3.38</u>	\$3.79	Supermarkets
#2	Snickers Bar, 2.07 oz.	\$0.67	<u>\$0.63</u>	Drug Chains
#3	Reeses Peanut Butter Cup, 1.5 oz.	<u>\$0.65</u>	\$0.69	Supermarkets
#4	Snickers Fun Size 11.18 oz. Bag	\$2.69	<u>\$2.58</u>	Drug Chains
#5	Reeses Peanut Butter Cup, 10.5 oz. Bag	<u>\$2.64</u>	\$2.74	Supermarkets
#6	Hershey's Milk Chocolate, 1.55 oz.	<u>\$0.66</u>	\$0.69	Supermarkets
#7	M&M Peanut, 12.6 oz. Bag	\$3.18	<u>\$2.78</u>	Drug Chains
#8	M&M Peanut, 1.74 oz.	\$0.68	<u>\$0.63</u>	Drug Chains
#9	Kit Kat, 1.5 oz.	<u>\$0.66</u>	\$0.73	Supermarkets
#10	Kit Kat, 10.78 oz. Bag	<u>\$2.64</u>	\$2.83	Supermarkets

What's driving price gaps across channels?

Source: Nielsen, Total U.S. Food/Drug/Mass Excluding Walmart, 52 Weeks Ending 8/7/10

SNICKERS BAR AD PRICING

Featured Price Per Unit



Ad Pricing Format



87% of Snickers ads (Regular Bar) use multi-unit pricing.

THE HERSHEY BAR INDEX

This Hershey pricing strategy was revisited by other CPG players in 2008

<u>Year</u>	<u>Size</u>	<u>Price</u>	
1908	9/16 oz	2 cents	
1920	9/16 oz	3 cents	
1930	2 oz	5 cents	Larger Size with Price Increase
1933	1 7/8 oz	5 cents	Smaller Size
1936	1 1/2 oz	5 cents	Smaller Size
1938	1 3/8 oz	5 cents	Smaller Size
1941	1 1/4 oz	5 cents	Smaller Size
1947	1 oz	5 cents	Smaller Size
1963	7/8 oz	5 cents	Smaller Size
1968	3/4 oz	5 cents	Smaller Size
1969	1 1/2 oz	10 cents	Larger Size with Price Increase
1970	1 3/8 oz	10 cents	Smaller Size
1973	1.26 oz	10 cents	Smaller Size
1974	1.4 oz	15 cents	Larger Size with Price Increase
1976	1.2 oz	15 cents	Smaller Size
1982	1.45 oz	30 cents	Larger Size with Price Increase

Source: www.foodtimeline.org



CANDY PROMOTIONS AROUND THE WORLD

INTERNATIONAL OBSERVATIONS

- Some candy ads outside the U.S. target an adult audience.



- Links to Eye-Opening TV Ads: (WARNING: Partial Nudity)
 - <http://www.youtube.com/watch?v=pUYm0QXHhjq>
 - <http://www.manner.com/en/index.php?idp=92&lang=1>
 - <http://www.youtube.com/watch?v=EVx7gA3RvLc> (One for the Ladies)

INTERNATIONAL OBSERVATIONS

Carrefour in France includes candy in its private label cross-category promos.

11/25/10 Ad

REFOUR À PRIX VRAIMENT DISCOUNT

et toujours sur les produits du quotidien



0€₄₅
CHOCOLAT NOIR
74% CACAO
TABLETTE DE 100 G
Soit le kg : 4,45 €



0€₇₅
OLIVES VERTES FARCIES
L'UNITÉ
Anchois ou poivrons,
150 g. Soit le kg : 5 €,
AU RAYON APERITIF



3€₇₀ ORIGINE FRANCE
POULET PRÊT À CUIRE
L'UNITÉ
Jaune ou blanc, 1,2 kg.
Soit le kg : 3,08 €



0€₉₅
LIQUIDE VAISSELLE SUPER
DÉGRAISSANT CITRON^(a)
1 L.



2€₂₄
LINGETTES BGE
LE PACK
2 x 80 lingettes.



0€₄₆
COLA CLASSIC
LA BOUTEILLE DE 2 L
Soit le L : 0,23 €

^(a) Produits dangereux, respectez les précautions d'emploi.

carrefour.fr

INTERNATIONAL OBSERVATIONS

Not sure how candy fits the theme of this page.

10/29/10 Circular for Farmacias Benavides in Mexico

Bienestar sin pagar más

BELLEZA

Koleston
Tinte varios tonos
100950-126107
\$39.90 c/u
En la compra de 2 pzas.

Indie
Tinte varios tonos
260623
2x \$90.00

HOGAR

DECOLORANTE
Fórmula Pack Decolorante 50 gr + peróxido 100 ml
759283
\$35.90

Optima
Crema para labial 60 ml + 2 máscaras GRATIS
1004724
\$69.90 c/u
*Aplica sólo en oferta armada.

317
Tinte varios tonos
1004072
2x \$60.00

Nestlé Bebida 300 ml
varias presentaciones
1800-181-1-812
\$9.90 c/u

Nutrisse
Tinte (varios tonos)
266706-701629-701638
\$39.90 c/u
En la compra de 2 pzas.

Kranky
LUCKY
Quik
Danditas
3x2 Ricolino
274876-234821-372045
274802-274764

18 Promociones válidas sólo en: Eds. Jalisco, Eds. Sinaloa, Eds. Sonora, N. de L., Aguascalientes, Tijuana, México.
www.benavides.com.mx

INTERNATIONAL OBSERVATIONS

Dagli'Brugsen

(Denmark) promotes holiday candy with toys, not food.

11/11/2010 Ad

Julekalendermarked
Flere varianter
Frit valg

115,-
11,-
85,-
27,-

Kinder Julekalender
Kg. pris 305,85 115,00
Julekalender
Kg. pris 160,00 11,00
Haribo Julekalender
Kg. pris 363,25 85,00
Disney Cars Julekalender
Kg. pris 540,00 27,00

10 kr
kalendergaver

Frit valg
10,-

Lego marked
Velg mellem flere forskellige bl.a.
Technic bulldozer, City traktor,
Duplo postbud, Atlantis vrakgruber,
City vandtøyrer og mange flere.

99⁹⁵

Stor
gaveæske
Med talende 38
cm dukke samt et
ekstra sæt tøj, hue
og pigesmyk
inkl. batterier

149⁹⁵

20 kr
kalendergaver

Kronelys eller fyrfadsllys
Fyrfadsllys, brændetid ca. 6,5 timer,
2 pakker 40,00.
Kronelys, brændetid ca. 6 timer,
2 pakker 80,00
2 x 30 stk.

Thermo sokker
Akryl/polyamid.
Sort, marine eller
grønblå.
Stør. 35/38-44/47.

2 poser
40,-
2 pakker
80,-
14⁹⁵

12

Ikke alle butikker lever disse varer

INTERNATIONAL OBSERVATIONS

Rewe (Germany)
promotes candy with
jelly, crackers, and
chips.

11/22/10 Ad

REWE
Jeden Tag ein bisschen besser.

Tchibo Feine Milde
Vorteilspack
4 x 250-g-Packung
7.98

Meßmer Tee
verschiedene Sorten Winter- oder Kräutertee, 20 oder 25 Beutel, (100 von 1.93 bis 3.87)
37,5-75-g-Packung
12%! 1.45

Wasa
Knäckebrot oder Mjöl
verschiedene Sorten, (1 kg von 3.24 bis 3.63)
10/460-g-Packung
1.49

Schwartau Hofladen Konfitüre
verschiedene Sorten, aus heimischen Früchten, (1 kg = 4.97)
320-g-Glas
11%! 1.59

Kathi
Marzipan Mohn Torte oder Mascarpone Käse Torte
Kilogramm von 7.87 bis 9.34
0-380-g-Packung
2.99

Ticiano
verschiedene Sorten, (100 g = 0.66)
150-g-Beutel
0.99

Freitag Ticiano
verschiedene Sorten, (100 g = 0.66)
150-g-Beutel
0.99

Chips
Ihr Preisvorteil 20%!
3.99

Ritter Sport Schokolade
verschiedene Sorten
100-g-Tafel
22%! 0.69

funny-frisch Chipsfrisch oder Chio Chips
verschiedene Sorten, (100 g = 0.85)
175-g-Beutel
16%! 1.49

- Metro, Austria, 11/11/2010
 - 4½ pages of Candy Ads
 - 2 full pages for Advent



INTERNATIONAL OBSERVATIONS

LA PASSION DU CHOCOLAT ...

8⁹⁹
6²⁹
TOBIERONE ETOILE
ONE BY ONE
300g
Exclus en d'autres variétés de
8⁹⁹ 2⁹⁹ de sucre
Surtout à l'origine
Soit le kg 20029
au lieu de 2190

5⁹⁹
4⁹⁹
SUPER MUSIC DOG
FIZZY
250g
Ou Choco Boom 80g

3⁵⁰
2⁴⁵
ASSORTIMENT
DE CHOCOLATS ROMAN
Différentes variétés
A partir de 140g
Soit le kg 250

**50%
sur le 2^{ème}**
CELEBRATIONS
100g
Soit le kg 11999 ou le kilo 21999

6⁹⁵
ASSORTIMENT
DE CHOCOLATS
EN COIN
400g
Soit le kg 21950

9⁹⁰
2⁹⁷
SUR MON COMPTE
6⁹³
Cagnotte déduite
CALENDRIER DE L'AVENT
GÉANT TOY STORY 3
Ou Hello Kitty 92g
Soit le kg 51450

TOY STORY 3
MILK CHOCOLATE ADVENT CALENDAR
CALENDRIER DE L'AVENT EN CHOCOLAT

* Le prix indiqué correspond au prix majoré avant remises le produit après déduction du montant crédité sur votre compte Viteo.
Sur présentation de la carte Auchan (gratuite) ou de la carte bancaire Auchan (pour client accord de votre magasin). Voir conditions en dernière page du catalogue.

5²⁹
BALLONNET SUCCÈS CÉMOI
175g
Exclus en d'autres variétés
Soit le kg 30023

3⁴⁰
2 + 1
GRATUIT
ESCARGOTS L'ANVIN
x 12 330g
Exclus en d'autres variétés
Soit le kg 19450 au lieu de 21450
Vendu seul 1810

6⁴⁹
4⁵⁴
ASSORTIMENT
DE CHOCOLATS LUFT
Vanille, framboise
ou Spéculoos 200g
Soit le kg 2500

6⁴⁹
4⁵⁴
ROCHER LUFT
200g
Soit le kg 2500

5⁹⁰
4¹³
L'INSTINCT CHOCOLAT
FREDERIC CHOCOLATIER
200g
Exclus en d'autres variétés
Chocolates Bar
Soit le kg 49017

8⁵⁰
5⁹⁵
MARBONS ENTIERS GLACÉS
MILK
175g
Ou Marbons de fruits 400g
Soit le kg 500

2⁴⁹
1⁷⁴
SARMENTS DU MÉDOC
REVELON
CHOCOLATIER
Différentes variétés 100g
Soit le kg 16000

10/24/10 Ad

* Le prix indiqué correspond au prix majoré avant remises le produit après déduction du montant crédité sur votre compte Viteo.
Sur présentation de la carte Auchan (gratuite) ou de la carte bancaire Auchan (pour client accord de votre magasin). Voir conditions en dernière page du catalogue.

Candy ad from
Auchan (France)
shows Toy Story
tied to Advent
candy ad.

10/24/10 Ad

INTERNATIONAL OBSERVATIONS

Tesco in Malaysia promotes candy on the front page of its Deepavali (Diwali) holiday ad.

11/4/10 Ad



KEY TAKE-AWAYS

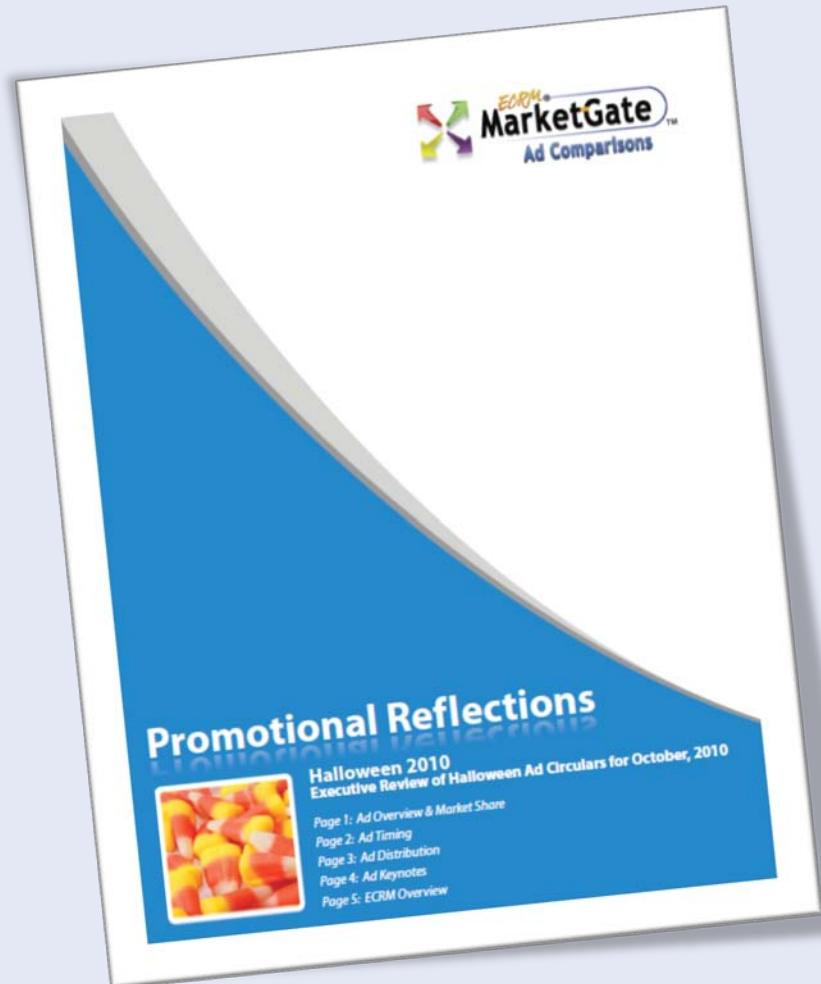
- About 60% of candy is sold on promotion
- Average weekly circular has 186 ads
- Hershey/Mars/Nestle represent 64% of ads
 - Ad counts for the top 3 manufacturers are down vs. 2009
- Top 5 retailers promoting candy are all drug chains
- Christmas candy ads are diluted by other categories

MORE KEY TAKE-AWAYS

- Share ads during holidays decreases for top candy-makers
- Hershey promotes lower prices in supermarkets while Mars is lower in Drug chains
- 87% of Snickers ads (Regular Bar) use multi-unit pricing
- Outside the U.S., candy is often promoted with non-food categories
- Advent may be an underdeveloped holiday in the U.S.

PROMOTIONAL REFLECTIONS

- Look for ECRM's Executive Review of North American Halloween Season Ad Circulars





THANK YOU

QUESTIONS?